

**REMARKS****I. Status of the Application**

13, 15, and 20, cancelled claims 1-12, 16-19, and 22-48, and added claim 49. The amendments are supported by the application as filed and therefore do not add new matter. Accordingly, entry of the amendments and the new claims is respectfully requested.

Applicants have amended the claims to recite particular embodiments that Applicants, in their business judgment, have determined to be commercially desirable at this time. The claim amendments have not been submitted for any reason relating to patentability, such as to overcome any one or more of the Examiner's rejections. Indeed, Applicants believe that the Examiner has not established a prima facie showing to support the Examiner's rejections and, as such, Applicants reserve the right to pursue the subject matter of the previously presented, and of the previously or currently cancelled claims in one or more continuing applications.

**II. 35 U.S.C 112**

The Examiner rejected claims 1, 12, and 37 under 35 U.S.C. 112, second paragraph based on Applicants usage of the term warehouse. Applicants have herewith amended the claims such that all instances of the term "warehouse" have been removed from any of the pending claims. Accordingly, withdrawal of the rejections is respectfully requested.

**III. 35 U.S.C 102 and 103**

The Examiner rejected claim 24 under 35 U.S.C. 102(e) as being anticipated by US2004/0088179 (hereinafter "Cogen") and claims 1-23 and 25-48 under 35 U.S.C. 103(a) as being unpatentable over US2002/0143693 (hereinafter "Soestbergen") in view of Cogen. The Examiner's rejection is respectfully traversed.

Claim 13 as amended recites:

...  
receiving an indication, from a buyer at a point of sale terminal in communication with the at least one computing device, to purchase at least one of a product and a service;

determining an amount of carbon dioxide reduction benefit necessary for the at least one of the product or the service to be emission neutral based at least in part of an amount of carbon dioxide generated by the at least one of the product and the service;

communicating to the buyer the amount of carbon dioxide reduction benefit necessary for the at least one of the product and the service to be emission neutral;

...

Applicants submit that none of the references disclose this feature of the present claims.

Dependent claims

The dependent claims are allowable for at least the same reasons as the claim or claims from which they depend. Applicants submit that the dependent claims are patentable for additional reasons. Applicants reserve the right to present such argument, including the interpretation of any terms of the claims, should it become necessary or desirable to do so.

IV. Conclusion

Applicants submit that the pending claims are in a condition for allowance. Reconsideration and allowance are respectfully solicited.

To expedite prosecution, the Examiner is invited to contact the Applicants' undersigned representative at 212-829-5407.

Respectfully submitted,

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